

**National
Wildlife Federation**

1412 16th St. N.W. Washington, D.C. 20036



*Your
Christmas
Gift Selection*



Non-Profit Org.
U. S. POSTAGE
PAID
Permit 3617

Your 6¢ stamp on this
envelope is an extra 8¢
gift to Wildlife.

700120

THEODER H NELSON
BOX 1546
POUGHKEEPSIE N Y
12603

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

FIRST CLASS

Permit No. 2963-R

Washington, D. C.

POSTAGE WILL BE PAID BY—

National Wildlife Federation

1412 SIXTEENTH STREET, N.W.

WASHINGTON, D. C. 20036





National Wildlife Federation

1412 16th Street, Northwest

Washington, D.C. 20036

A NON-PROFIT, NON GOVERNMENTAL ORGANIZATION

President

Donald J. Zinn
Rhode Island

Vice President

Dr. J. H. Shaeffer
South Dakota

Vice President

Walter L. Mims
Alabama

Vice President

Herbert F. Smart
Utah

Saving Man and his world. . .
. . . is the True Significance of Christmas

Christmas is the season of joy and happiness. The true, deeper meaning of Christmas centers around the present and future salvation of man. The environment of man needs care and preservation in this age of technology and social upheaval.

Peace on Earth is often sung at Christmas time, but the meaning of Christmas is frequently lost among the tired footsteps of Christmas shopping traffic. Do your Christmas buying the easy way - by mail - and brighten the future of outdoor America while at the same time bringing added happiness to your loved ones.

Our CHRISTMAS CARDS this year are the most beautiful we have ever offered. Remind all your recipients of the importance of nature with a card you can be proud to send. Order cards with your name imprinted in our new and distinguished type style.

CHILDREN'S CHRISTMAS GIFTS of wildlife games, books and puzzles will bring smiles of happiness. Your children and those of your relatives and friends will love these exclusive nature gifts.

FOR ADULTS, you can select from a beautiful collection of wildlife jigsaw puzzles, stationery, placemats and desk accessories. For nature appreciation, we offer you books, records and conservation stamp collections. Bird-watchers have a large choice of feeders, houses and baths to increase their enjoyment.

FOR YEAR 'ROUND GIFT GIVING - OUR TWO BEAUTIFUL PUBLICATIONS. . .

National Wildlife magazine is free to Associate Members of the National Wildlife Federation. Associate Members receive all these many exclusive benefits:

- National Wildlife magazine is a large 11-1/4" by 8-5/8" publication full of informative articles and color pictures. Devoted entirely to the beauty and conservation of natural resources, it is printed six times a year and contains no advertising.
- An "Art Print of the Year" reproduced on special paper for you to frame.
- The opportunity to buy the best and latest books on nature at a discount.

(over)



- The privilege of using our fine library and research staff to assist you with your conservation projects and questions.
- A membership card to identify you as a supporter of the world's largest conservation organization.
- A colorful decal for your car or home.

Associate Membership is a gift of responsibility. Membership gifts to friends, relatives and business associates become doorways of thoughtfulness remembered all year long. Open the door of natural beauty. Give National Wildlife Associate Membership, with National Wildlife magazine, only \$5.00 per year.

Ranger Rick's Nature Magazine is a membership benefit of Ranger Rick's Nature Club. Rangers and Rangerettes are entitled to all these fabulous membership benefits especially created for children:

- Ranger Rick's Nature Magazine, the most beautiful and colorful magazine published for the entertainment and education of young people. It is written for children of the elementary school age and is printed ten times a year and contains no advertising.
- A membership card.
- A Ranger Rick's Nature Club decal.
- Special discounts on fine children's nature books.
- Awards in the annual Ranger Rick contest. The opportunity to win a scholarship, free trip (including parents), free books and many other prizes.



Gift membership in Ranger Rick's Nature Club is the best expression of love and friendship you can give young people. Enroll your children, grandchildren, and friends for a happy gift, delivered 10 times a year. Give Ranger Rick's Nature Club membership, only \$6.00 per year.

Every item you purchase from us is backed by the Federation's money back guarantee of your satisfaction. Every purchase you make will be a beautiful gift for yourself or someone you love, and the proceeds will be used to make and keep our country beautiful for you and your children.

Contributions are the backbone of our conservation education activities. The generous support of private citizens, like yourself, has helped the National Wildlife Federation in its campaigns urging Americans to wisely use and manage our natural resources. You have no obligation to send us a contribution for the stamp booklet enclosed or to return it, but it is these donations of one, three, five dollars or as much more as you can afford that permit us to effectively wage our war against air and water pollution and to preserve our wild birds and animals in their natural habitat. Extra stamp booklets are available for your purchase too.

Please order promptly. We assure pre-Christmas delivery of all orders received by December 1st. Remember, the closer we get to Christmas the slower the mail, so please order soon.

Yours for a very happy holiday,

Donald J. Zinn

Dr. Donald J. Zinn, President

ORDER FORM ASSOCIATE MEMBERSHIP NATIONAL WILDLIFE MAGAZINE

Personal Order Annual Dues \$5.00 069220

I want to be an Associate Member of the National Wildlife Federation:

Name _____

Address _____

City _____ State _____ Zip _____

☐ Start with current issue ☐ Start with Christmas issue

Gift Order Annual Dues \$5.00 069220

Please send a gift Associate Membership to:

Name _____

Address _____

City _____ State _____ Zip _____

☐ Start with current issue ☐ Send regular gift card

☐ Start with Christmas issue ☐ Send Christmas card

Sign gift card as follows:

Christmas Gift Announcement Card will be mailed in early December.

Gift Order Annual Dues \$5.00 069220

Please send a gift Associate Membership to:

Name _____

Address _____

City _____ State _____ Zip _____

☐ Start with current issue ☐ Send regular gift card

☐ Start with Christmas issue ☐ Send Christmas card

Sign gift card as follows:

Christmas Gift Announcement Card will be mailed in early December.

Summary of Membership Order

Please complete the following:

My Name _____

My Address _____

City _____ State _____ Zip _____

Use separate sheet for additional memberships, but please include totals in this summary.

_____ Associate Memberships @ \$5.00 \$ _____

\$1.00 for each Foreign address \$ _____

Total \$ _____

enter total to order

Sorry! Because of the nature of our operation, we cannot bill for merchandise or memberships. Please send payment with order. DO NOT send postage stamps in payment.

ORDER FORM RANGER RICK'S NATURE CLUB RANGER RICK'S NATURE MAGAZINE

Personal Order Annual Dues \$6.00 079090

I want to join Ranger Rick's Nature Club:

Name _____

Address _____

City _____ State _____ Zip _____

☐ Start with current issue ☐ Start with Christmas issue

Gift Order Annual Dues \$6.00 079090

send a gift Ranger Rick's Nature Club Membership to:

Name _____

Address _____

City _____ State _____ Zip _____

☐ Start with current issue ☐ Send regular gift card

☐ Start with Christmas issue ☐ Send Christmas gift card

Sign gift card as follows:

Christmas Gift Announcement card will be mailed in early December.

Gift Order Annual Dues \$6.00 079090

send a gift Ranger Rick's Nature Club Membership to:

Name _____

Address _____

City _____ State _____ Zip _____

☐ Start with current issue ☐ Send regular gift card

☐ Start with Christmas issue ☐ Send Christmas gift card

Sign gift card as follows:

Christmas Gift Announcement card will be mailed in early December.

Summary of Membership Order

Please complete the following:

My Name _____

My Address _____

City _____ State _____ Zip _____

Use separate sheet for additional memberships, but please include totals in this summary.

_____ Ranger Rick Memberships @ \$6.00 \$ _____

\$1.00 for each foreign address \$ _____

Total \$ _____

enter total to order

Please return entire order form.
A business reply envelope is enclosed for your convenience.

CHRISTMAS CARDS AND
NATURE-RELATED ITEMS

You may have a one line imprint (40 spaces) added to all of your cards. See **IMPRINTING CHARGES** below for price.

PLEASE PRINT

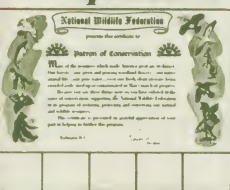
CITY

STATE

ZIP NO.

[illegible]

Sponsor's Certificate —ready for framing, inscribed



Certificate—ready for framing, inscribed with your name—will be sent to you for a contribution of \$5.00 or more to the cause of conservation, OR, for purchases of \$25.00 or more of Federation merchandise in one order (this \$25.00 order may also include payment for Wildlife Stamps and Membership dues).
NOTE: The Sponsor's Certificate is not awarded for Memberships alone.

Use separate sheet for additional items and add into total.

Amount for cards, imprinting and other items

Postage and handling for items ordered

Contribution for Christmas Stamps received

Contribution for Conservation
(Deductible for income tax purposes)

Ranger Rick Memberships

National Wildlife Associate Memberships

I am enclosing payment for this TOTAL

IMPORTANT! List items ordered, write catalog numbers clearly and double check them. Be sure total price agrees with quantity you ordered. Complete summary and print carefully.

Make checks payable to: **NATIONAL WILDLIFE FEDERATION**
1412 16th Street, N.W. - Washington, D.C. 20036



National Wildlife Federation Objectives

"To create and encourage an awareness among the people of this Nation of the need for wise use and proper management of those resources of the earth on which the lives and welfare of men depend: the soils, the waters, the forests, the minerals, the plant life, and the wildlife."

Conservation Education Through a variety of programs, the Federation seeks improved conservation educational methods, encourages the training of teachers, and provides useful materials for schools, youth groups, and adult organizations.

Management of Resources Through public meetings and hearings, Federation personnel encourage an intelligent appreciation of natural resources and their inter-relationships. The Federation recommends sound management policies and programs, based on scientific information, to conserve and perpetuate plants, wildlife, soils, clean air and unpolluted water. The Federation believes in management which both protects resources and permits their use for industrial development, improved standards of living, outdoor recreation, and education under the democratic processes of free enterprise and government.

Wildlife The Federation recognizes the esthetic and recreational values of wildlife as being highly important to the public welfare and strives by educational means to protect and enhance these values, including the quality of wildness in game and the attitude of sportsmanship in man.

Wildlife Research The National Wildlife Federation fully endorses and encourages scientific research upon which sound management policies and programs can be based.

Air Pollution Control The National Wildlife Federation recognizes that the pollution of air has become a problem which must be attacked if Americans are to enjoy wholesome and productive lives.

Water Resources The Federation believes it is basic for the public to understand that projects and programs for the prevention of floods should begin on the uplands and in the headwaters of streams and therefore endorses a sound watershed protection and management program. The Federation believes that wildlife and recreational uses should receive consideration proportional to other resource values in the multiple use planning of river development projects and watershed programs.

Water Pollution Control The Federation believes that every user of water—citizen, industry, or municipality—has the social responsibility and moral duty to return that water as clean as when it was taken. The Federation recognizes and encourages fair laws and regulations to restore polluted waters and to protect unpolluted waters from degradation.



Old Faithful

Natural Stream Values Certain streams are uniquely rich in scenery or productive of fish and wildlife, thus being particularly valuable for human recreational pursuits and esthetic enjoyment. In such streams, the natural assets outweigh in public benefits and importance the values which might be attained through other water developments.

Public Lands The Federation recognizes the wealth in public lands for timber production, grazing, mining, water supply, and outdoor recreation. These vast resources, we believe, must be managed on a multiple use basis and held in trust for the benefit of all American citizens.

Parks and Monuments Areas rich in natural beauty, scenic splendor, historic value and outdoor recreational opportunity should be held or set aside in public ownership. The Federation stands ready to defend such areas against unseemingly commercialization or development which alters or destroys the values for which the areas are established.



National Wildlife Federation

The National Wildlife Federation is a private, non-profit, non-governmental educational organization composed of state associations and their affiliated local conservation groups representing more than two million Americans interested in the wise use and protection of America's natural resources. The Federation, organized in 1936 during the first North American Wildlife Conference, is now the world's largest private conservation organization.

How Activities Of The Federation Are Financed

Activities are financed by civic-minded persons who each year send in voluntary contributions in exchange for Wildlife Conservation Stamps, or purchase nature-related merchandise, or enroll as Associate Members of National Wildlife or as youth members of Ranger Rick's Nature Club. The Federation is proud of the fact that it has been able, over the past years, to make available for conservation education activities every cent of pure contributions received. Officers and Directors receive no salary for services performed for the Federation.

Services The National Wildlife Federation: ☐ Sponsors Ranger Rick's Nature Club for young people and publishes *Ranger Rick's Nature Magazine* for members. ☐ Publishes *National Wildlife Magazine*, widely used in libraries and classrooms. ☐ Participates in teachers' workshops and conferences. ☐ Provides educational materials for Scouts and other youth groups. ☐ Distributes conservation materials to teachers. ☐ Cooperates with women's clubs, garden groups, and sportsmen's organizations. ☐ Distributes a semi-monthly, 16-page newsletter, *Conservation News*, to persons interested in natural resource problems and issues. ☐ Distributes a weekly bulletin, *Conservation Report*, covering all resource legislation being considered by the Congress. ☐ Distributes more than 400,000 pieces of educational literature annually on a free or nominal-cost basis. ☐ Prepares and distributes informative and educational conservation materials to radio and tv stations.

National Wildlife Week Since 1938, the Federation and its state affiliates have annually sponsored National Wildlife Week to focus public attention on specific problems relating to resource conservation.

Financial Grants Each year, fellowships are awarded by the National Wildlife Federation to assist graduate students in conservation courses and in research efforts. In addition, the Federation has made grants directly to research groups for studies of special significance.

Endowments National Wildlife Federation Endowment, Inc., a separate non-profit corporation was established to assure the effective continuity of the Federation's programs. Each contribution, bequest, or grant in excess of \$100 automatically becomes a part of the Endowment Fund.

Tax Status The National Wildlife Federation is exempt under Section 501 (c) (3) of the Internal Revenue Code. All contributions to the Federation's conservation education program, or to the Endowment Fund are deductible for income tax purposes.

What Can You Do? Join our Associate Membership Program. ☐ Enroll children in Ranger Rick's Nature Club. ☐ Contribute to the National Wildlife Federation for Wildlife Conservation Stamps. Use them regularly and encourage others to do the same. ☐ Become a practicing conservationist. ☐ Join a local conservation club affiliated with National Wildlife Federation.



Christmas Stamps

Your contribution is very important

WILDLIFE 1968

NATIONAL WILDLIFE FEDERATION
1412 16th STREET, NW • WASHINGTON, D.C. 20036

RANGER RICK'S NATURE CLUB RANGER RICK'S NATURE MAGAZINE

PERSONAL ORDER

Please send a membership in Ranger Rick's Nature Club to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

☐ Start with current issue

☐ Start with Christmas issue

RR 079080

GIFT ORDER

Please send a gift membership in Ranger Rick's Nature Club to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please sign gift

card as follows: _____

☐ Start with current issue ☐ Send Regular Gift Card

☐ Start with Christmas issue ☐ Send Christmas Gift Card

Special Christmas Gift Announcement

card will be mailed in early December.

RR 079080

SUMMARY OF ORDER

RR 079080

____ Ranger Rick's Nature Club Memberships

@ \$6.00 per year \$ _____

Please add \$1.00 postage for each

foreign address \$ _____

Total \$ _____

I am enclosing ☐ Cash ☐ Check ☐ Money Order

If you are ordering gifts, please complete following:

MY NAME _____

MY ADDRESS _____

CITY _____ STATE _____ ZIP _____

**Send your order to: NATIONAL WILDLIFE FEDERATION
1412 16th St., N.W., Washington, D.C. 20036**

1968 WILDLIFE
**Christmas
Stamps**

Painted by
GUY COHELEACH



The beautiful birds illustrated on this year's Christmas stamps are the work of America's most renowned young wildlife artist, Guy Coheleach. He is a graduate of New York's Cooper Union for the Advancement of Science and Art and the advertising studios of Madison Avenue.

His wildlife paintings have a first hand realism—the result of vagabond travels and safari adventures with the camera and artist's brush. Familiarity with birds and animals in their mutual habitat has enabled Guy Coheleach to render his subjects with care, accuracy and compassion.

He has painted wildlife art for American Heritage, World Book Encyclopedia, Reader's Digest, Random House, and the National Wildlife Federation. His exquisite original painting, "The Endangered Specie," the Bald Eagle, is the second painting commissioned for the National Wildlife Federation Art Collection. One thousand limited edition prints, signed and numbered by Guy Coheleach, will be available for \$75.00 each while they last. The printing plates have been destroyed and these valuable art reproductions will never again be produced.

ASSOCIATE MEMBERSHIP NATIONAL WILDLIFE MAGAZINE

PERSONAL ORDER

Please send me an Associate Membership in the National Wildlife Federation:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

☐ Start with current issue

☐ Start with Christmas issue

NW 069210

GIFT ORDER

Please send a gift Associate Membership in the National Wildlife Federation to:

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Please sign gift

card as follows: _____

☐ Start with current issue

☐ Send Regular Gift Card

☐ Start with Christmas issue

☐ Send Christmas Gift Card

Special Christmas Gift Announcement

card will be mailed in early December.

NW 069210

SUMMARY OF ORDER

NW 069210

____ Associate Membership @ \$5.00 per year \$ _____

Please add \$1.00 postage for each
foreign address \$ _____

Total \$ _____

I am enclosing ☐ Cash ☐ Check ☐ Money Order

If you are ordering gifts, please complete following:

MY NAME _____

MY ADDRESS _____

CITY _____ STATE _____ ZIP _____

Send your order to: NATIONAL WILDLIFE FEDERATION
1412 16th St., N.W., Washington, D.C. 20036